

# YouGov / The Sun Survey Results

Sample Size: 1923 GB Adults

Fieldwork: 31st August - 1st September 2010

	Voting intention				Gender		Age				Social grade		Region				
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1923</b>	<b>635</b>	<b>557</b>	<b>179</b>	<b>938</b>	<b>985</b>	<b>232</b>	<b>491</b>	<b>661</b>	<b>539</b>	<b>1079</b>	<b>814</b>	<b>247</b>	<b>625</b>	<b>414</b>	<b>470</b>	<b>167</b>
Unweighted Sample	1923	622	545	194	916	1007	124	505	779	515	1244	649	239	661	370	422	231
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

Con	43	100	0	0	42	43	35	44	37	51	48	35	49	55	38	32	28
Lab	37	0	100	0	36	38	31	36	43	33	33	44	31	23	44	53	40
Lib Dem	12	0	0	100	13	11	19	13	11	10	13	11	12	15	10	9	13
Other	8	0	0	0	9	8	15	6	9	6	7	9	8	7	8	6	19

## Other Parties Voting Intention

UKIP	3	0	0	0	2	3	5	1	3	3	3	3	4	3	2	3	1
SNP / PCY	2	0	0	0	2	2	3	1	2	2	1	2	0	0	2	0	15
Green	2	0	0	0	2	2	3	2	2	1	2	1	1	3	1	1	2
BNP	1	0	0	0	2	1	1	1	2	1	2	1	1	1	3	1	0
Respect	0	0	0	0	1	0	3	0	0	0	1	0	2	0	0	0	0
Other	1	0	0	0	0	1	0	1	1	0	0	1	0	1	0	1	0

## Non Voters

Would Not Vote	8	0	0	0	8	7	16	9	6	4	5	11	6	8	8	7	9
Don't know	15	0	0	0	12	17	25	16	13	12	14	16	19	14	14	15	15

## Do you approve or disapprove of the Government's record to date?

	30-31 Aug	31 Aug-1 Sept																
Approve	40	38	82	7	52	42	34	23	39	37	45	45	28	42	49	35	27	29
Disapprove	39	42	5	81	28	41	42	42	37	47	39	37	48	36	30	45	54	49
Don't know	21	20	13	13	20	16	24	35	24	16	16	18	24	22	21	20	19	22

## If you had to choose, which of the following options would be best for Britain?

	17-18 August	31 Aug-1 Sept																
A majority Conservative government	28	28	72	2	3	31	26	22	29	25	34	32	23	28	32	29	24	21
A coalition between the Conservatives and Liberal Democrats	20	16	25	1	53	15	16	5	15	15	22	20	10	18	21	14	11	11
A coalition between Labour and the Liberal Democrats	10	13	0	16	31	12	13	14	17	12	8	12	14	12	12	12	14	15
A majority Labour government	24	25	0	77	3	26	24	17	18	31	27	21	29	18	14	30	36	31
Don't know	19	19	3	4	10	16	21	42	21	17	9	15	24	23	20	16	16	22

## YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
<b>Age and Gender</b>		
Male 18 to 24	48	119
Male 25 to 39	201	247
Male 40 to 54	390	327
Male 55 +	277	244
Female 18 to 24	76	113
Female 25 to 39	304	243
Female 40 to 54	389	334
Female 55 +	238	294
<b>Region</b>		
North England	422	470
Midlands	269	317
East England	187	184
London	239	247
South England	474	441
Wales	101	97
Scotland	231	167
<b>Social Grade</b>		
AB	721	530
C1	523	549
C2	289	398
DE	360	416
<b>Newspaper Type</b>		
Express / Mail	410	289
Sun / Star	227	412
Mirror / Record	119	293
Guardian / Independent	152	61
FT / Times / Telegraph	231	167
Other Paper	191	220
No Paper	593	481
<b>Political Party Identification</b>		
Labour	624	627
Conservative	525	551
Liberal Democrat	227	230
Others	210	60
None/ DK	337	455

YouGov is a member of the British Polling Council and abides by its rules.  
[www.YouGov.com](http://www.YouGov.com)